ABSTRACT OF THE DISCLOSURE

The present invention provides a method of treatment or prophylaxis of cancer in a subject in need thereof including administering to the subject $p75^{NTR}$ gene or a fragment thereof in an amount effective to increase tumor suppression and/or tumor apoptosis. The $p75^{NTR}$ gene or fragment thereof is administered in an amount sufficient to maintain a level of $p75^{NTR}$ mRNA which at least partially compensates for the loss of $p75^{NTR}$ mRNA associated with $p75^{NTR}$ mRNA degradation in cancerous or precancerous cells. The invention also includes administering to the subject a $p75^{NTR}$ mRNA stabilizing agent (e.g., one or more RNA-binding proteins).